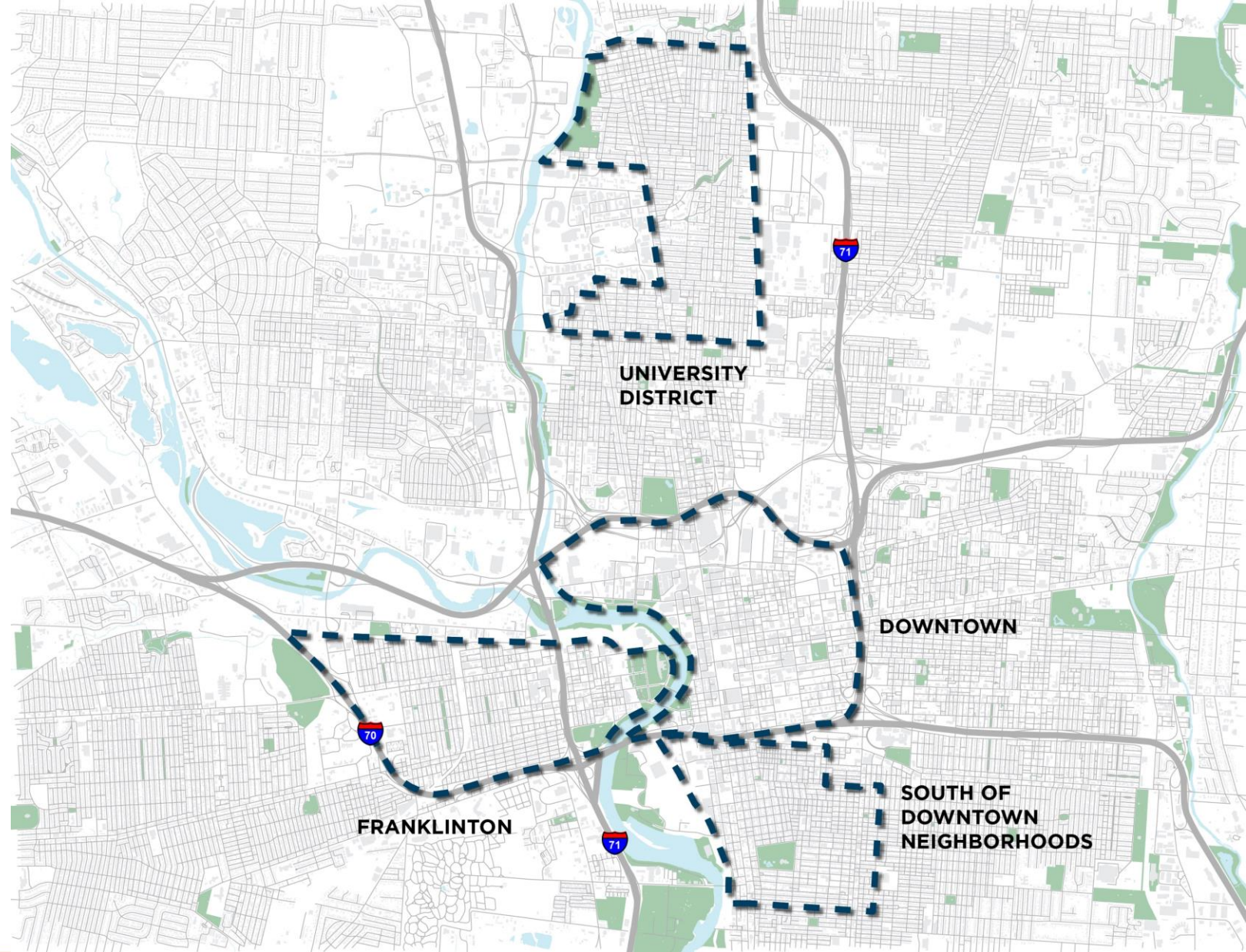


South of Downtown Neighborhoods



Study Areas

- Downtown
- Franklinton
- South of
Downtown
Neighborhoods
(German Village, Brewery
District, and South Side)
- University District



Impetus for the Strategic Parking Plan

**Respond to
Significant Urban
Investment and
Change**

Proactively address parking and mobility challenges alongside significant urban redevelopment occurring in Downtown and surrounding neighborhoods.

**Leverage Dynamic
Parking Strategies**

Leverage dynamic parking management strategies to **improve the customer experience and operations.**

**Support Growth,
Access, and Mobility
in Core Urban
Neighborhoods**

Support the growth of high-demand urban core neighborhoods by **improving overall access, safety, and mobility** through active parking and mobility demand management.

**Apply Lessons
Learned from Short
North and National
Best Practices**

Extend lessons learned from Short North and national best practices to other high-demand urban core neighborhoods.



Strategic Parking Plan Objectives



Inventory

Inventory existing parking, land use, and mobility conditions and context: curb inventory, parking behavior – occupancy and turnover, land use, and transportation/mobility context.



Outreach

Conduct meaningful community outreach to inform strategic recommendations.



Management Strategies

Develop specific study area management strategies for implementation: restrictions, hours of operation, permit programs, and rates.



Demand Management Toolbox

Develop a parking demand management and mitigation toolbox.



Implementation Framework

Establish a framework for making future management decisions amidst a changing parking and mobility landscape.



Process

Phase 1: Existing Conditions Reporting

- Data collection
- Data analysis
- Initial Task Force engagement
- Reporting

- Operations, management, and pricing strategies
- Community outreach
- Recommendations/study area plans
 - Revenue projections and cost estimates
 - Key performance indicators

Phase 2: Parking Mgmt. Recommendations

- Demand mitigation strategies
- Accommodating evolving mobility trends
- Leveraging technology
- Project finalization and reporting

Phase 3: Parking Demand Management Tool

Public Communication

Public Engagement

Plan completion

Engagement and Implementation

Nov 18

Feb 19

April 19

Jul 19

Fall 2019

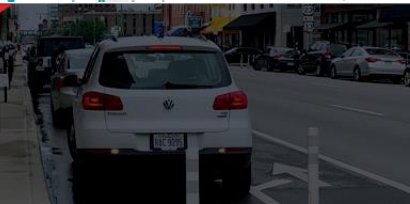
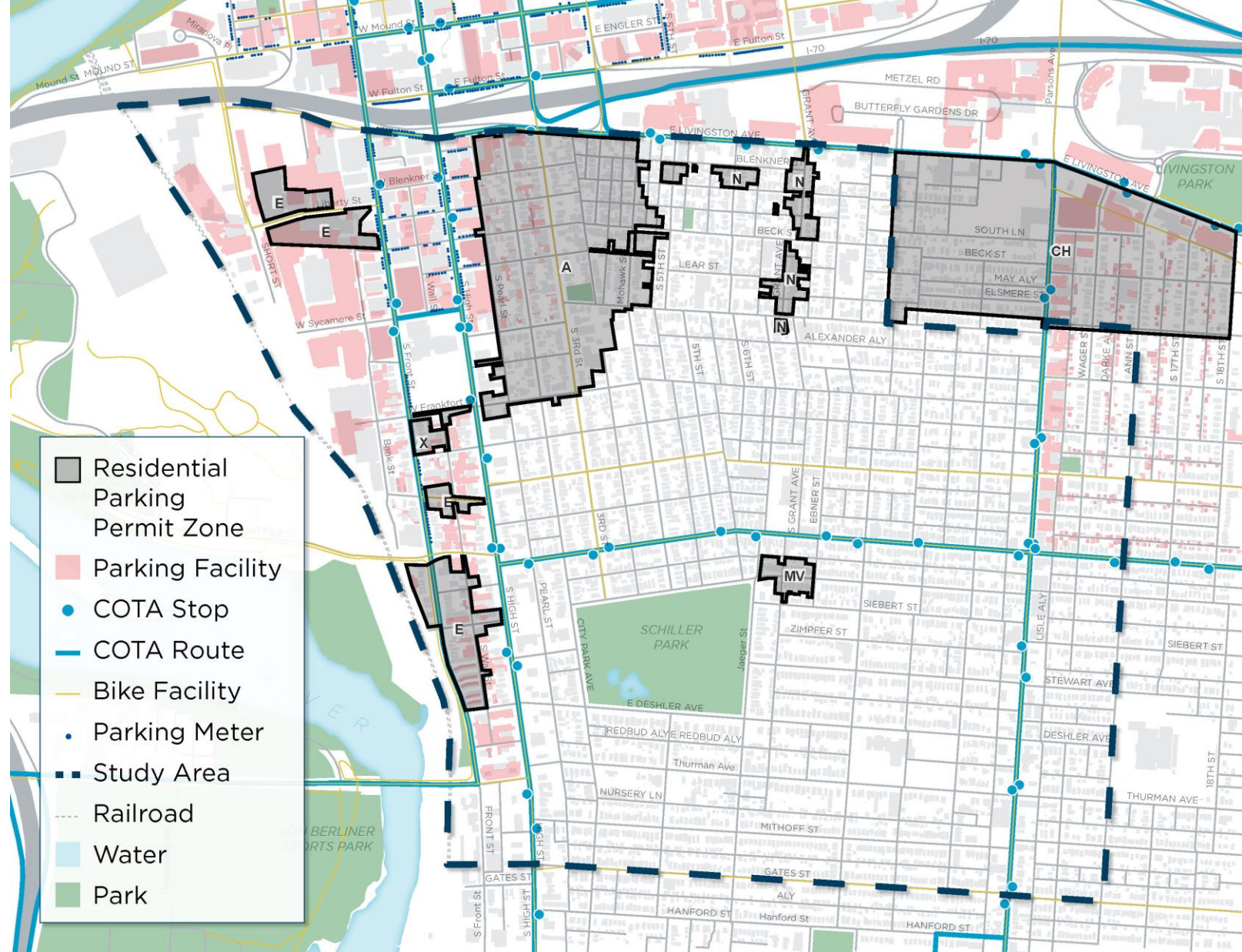


Why Manage Parking?

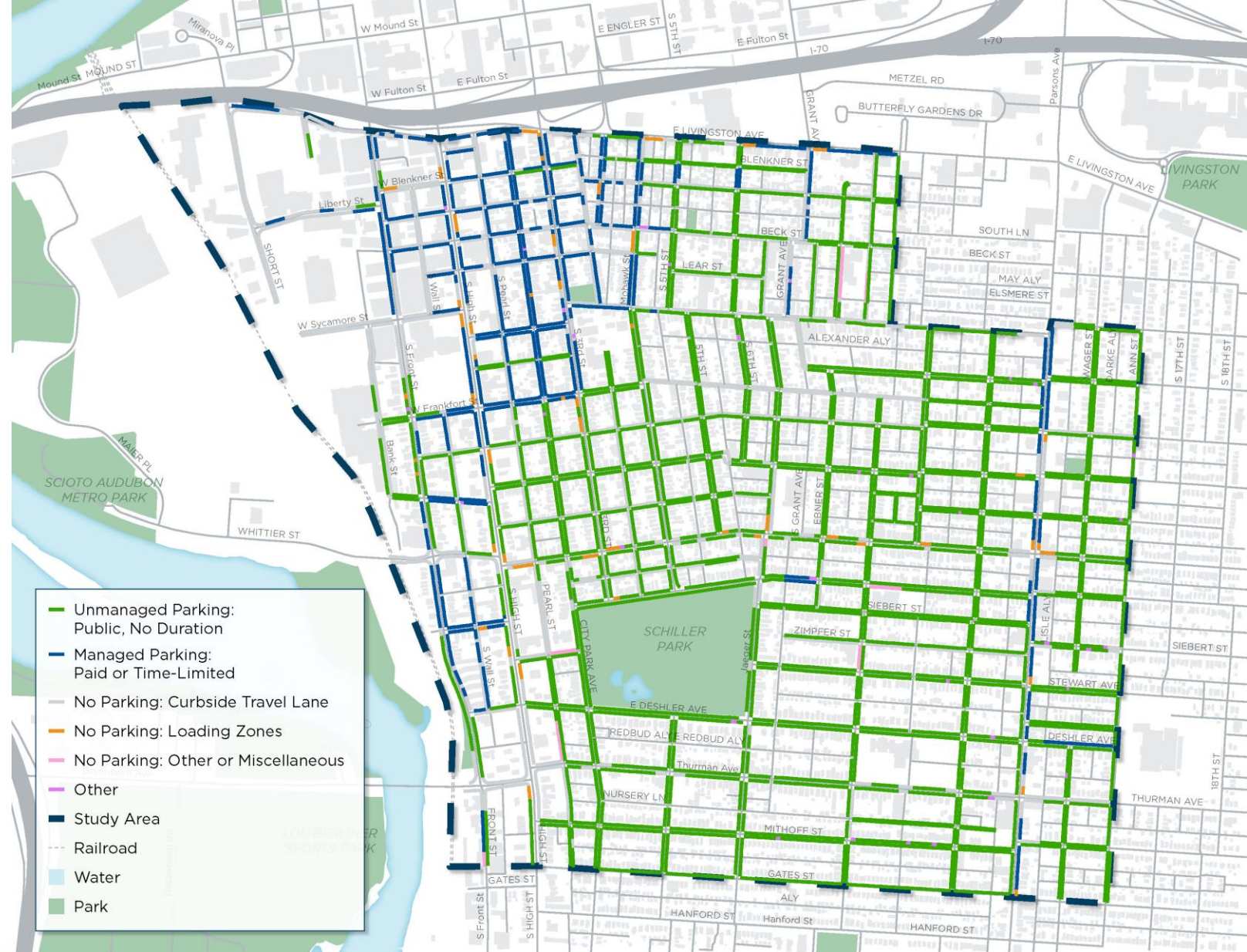
- Balance walking, biking, transit, and vehicular access in the face of growth
- Integrate parking and multimodal transportation options
- Create parking turnover to support retail businesses
- Support neighborhood and resident goals and interests



Parking and Mobility Context



Curb Inventory

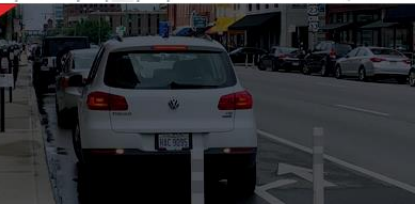
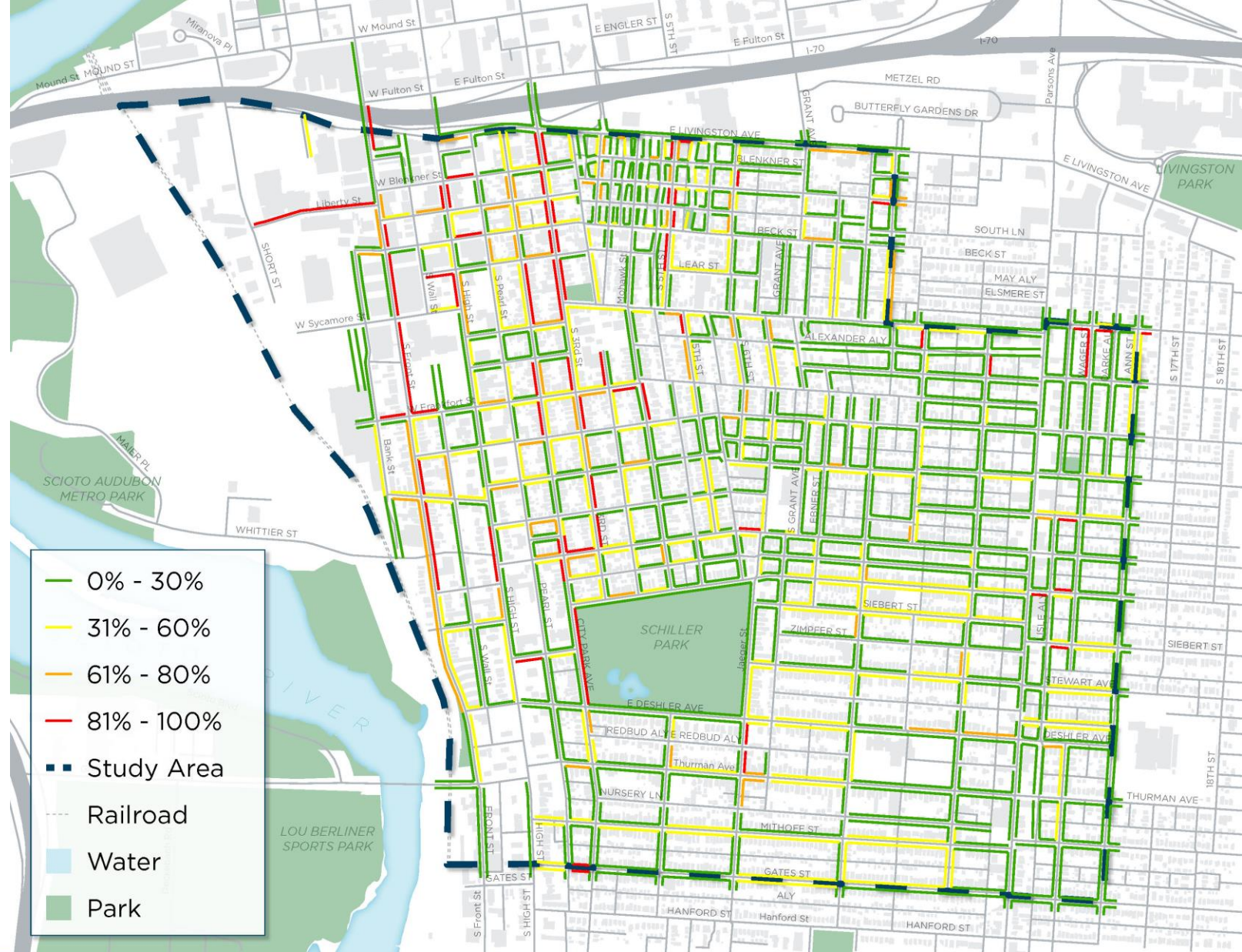


Metered Parking



Peak On-Street Parking Occupancy

Thursday, 11/15
Morning



Thursday, 11/15



Average On-Street Parking Duration

Thursday, 11/8



South of Downtown Neighborhoods: Key Takeaways

- Very unique characteristics and needs in various parts of the study area
- Historic neighborhood character requires careful consideration when managing parking and access
- Development/growth pressures from outside of unique neighborhoods
- Limited off-street parking available
- Location and time-based parking demand pressure



Parking Demand Management Toolbox

**Demand Mitigation
Strategies**

Shared Mobility

**Right-Size Parking
Assets**

**Shared Parking and
Parking Management**

**Adapt to Changing
Mobility Trends**

**Integrating Multimodal
Transportation**



Parking Management Strategies



Meter Management



Pricing



Optimizing Curb Space



Virtual Permitting



Infrastructure



Permit Programs



Leverage Mobile Technology



Parking Time Restrictions



Data Collection & Analysis



Managing Parking Demand
and Increasing Mobility



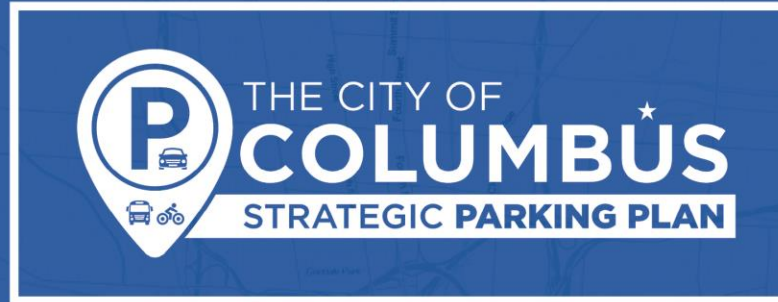


Table Activities

Activity 1: Priorities and Objectives

1

- **Priority:** What is most important to us, especially when weighing competing factors?
- **Objective:** What targets or achievements are we striving for?
- Develop your own Post-It notes. Then, work with your table to organize Post-It Notes on the Priorities and Objectives board.



Activity 1: Examples

- **Examples:**
 - Improve multimodal transportation
 - Support parking access to businesses
 - Leverage parking to promote development
 - Preserve resident parking access
 - Increase parking prices

1



Activity 2: Parking and Mobility Strategies

2

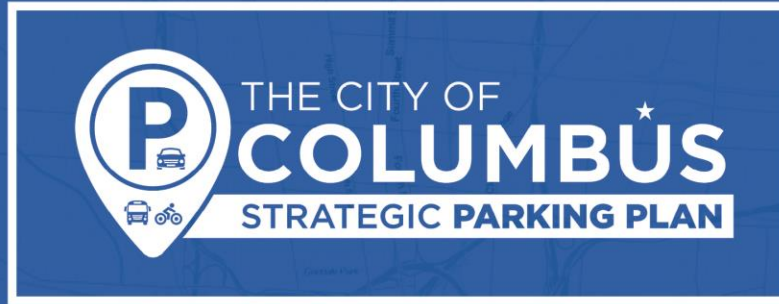
- Work with your table to place the sticker dots on the strategies.
Limit one colored dot per strategy.

Strategies Your Table Likes

**Strategies Your Table is Indifferent
About**

Strategies Your Table Does Not





Staying Involved

Staying Involved

- Website: <http://bit.ly/StrategicParkingPlan>
- Online Survey:
<https://www.surveymonkey.com/r/columbus-strategic-parking-plan>
- WikiMap: <https://wikimapping.com/City-of-Columbus-Strategic-Parking-Plan-Public1.html>

